



Contact

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Profile

Dedicated and passionate Digital Marketer and MA Student in Marketing & Digital Communications looking to secure a position that utilises my gained skills and experience within the industry.

Key Skills

- Social Media Management
- Email Marketing
- Content Creation
- Canva
- Adobe Photoshop, Indesign & Premiere Rush
- Hootsuite
- Email softwares Dotmailer and MailChimp
- Google Suite, Microsoft Office & Mac Applications

Education

MA IN MARKETING & DIGITAL COMMUNICATIONS

Sep 2020 - June 2022

Falmouth University, Distance, Part-Time

ADOBE CERTIFIED ASSOCIATE IN VISUAL DESIGN USING PHOTOSHOP

Jan 2021 - March 2021

LEVEL 4 CERTIFICATE IN PROFESSIONAL DIGITAL MARKETING - MERIT

Sep 2019 - June 2020

The Chartered Institute of Marketing

Modules: Applied Marketing | Integrated Communications | Digital Marketing

BA (HONS) IN BUSINESS ENTREPRENEURSHIP - 1:1

Sep 2015 - 2018

Falmouth University

Final Year Modules: Team Entrepreneurship | Evolving a Company | Creative Leadership | Leadership & Lifelong Learning

Final Project: 1:1 (Focus on designing a new strategy for business growth and digital marketing)

BTEC LEVEL 3 EXTENDED DIPLOMA IN BUSINESS STUDIES - MERIT

Sep 2013 - June 2015

Wiltshire College

Experience

MARKETING ASSISTANT AT BUSINESS WOMEN IN

May 2021 - Present - Remote

- Management of Instagram stories.
- Creating content for Instagram, Facebook, LinkedIn, YouTube and Email.
- Creation of marketing plan and event marketing materials for the BWI BIG Event 2021.
- Developing brand guidelines for BWI and the BWI Foundation.
- Creating resources to benefit the wider BWI community.
- Mentoring 10 individuals on the Government Kickstart scheme.

MARKETING ASSISTANT AT POLLIANDER

Feb 2021 - Present - Remote

- Assisting in defining the Polliander brand and building digital marketing presence.
- Management of Facebook, Twitter and Instagram.
- Creating content using editing softwares Adobe suite and Canva.

CO-FOUNDER AT BUCKET & SPADE CORNWALL

Sep 2016 - Present - Remote

A small business founded in my undergraduate studies. The business sells a range of handmade Jewellery, Homeware and Gifts all inspired by Cornwall and the coast.

- Design and maintenance of Etsy shop.
- Creating and delivering marketing activity through Emails, Facebook, Twitter and Instagram and designing and executing products.

MEMBER GROUPS ENGAGEMENT COORDINATOR AT BCS, THE CHARTERED INSTITUTE FOR IT

Feb 2019 - April 2020 - Swindon

- Creating social media posts and managing the BCS Member Groups Twitter & BCS Student Chapters Facebook page.
- Building emails to promote events and creating the monthly Community & Policy newsletters in Dotmailer.
- Actively promoting the BCS Student Chapters both internally and externally through communications of networking, social media, telephone and email.
- Promote BCS engagement and involvement with both the IT/computing student population and faculty staff within universities throughout the UK.
- Support existing chapters with event planning and sourcing external involvement, engagement with potential IT employers, promoting continuing benefits when committee volunteers change.

MARKETING PLACEMENT AT BCS, THE CHARTERED INSTITUTE FOR IT

Jan 2019 - Feb 2019 - Swindon

- Assistance in designing and building email campaigns in Dotmailer.
- Working with the Digital Marketing Executive to develop engaging social media content.
- Uploading and scheduling content to social media platforms using Hootsuite.
- Evaluating website statistics using Google analytics.

DIGITAL MARKETING & E-COMMERCE INTERN AT CREAM CORNWALL

Oct 2017 - May 2018 - Falmouth

- Uploading content and managing their online Shopify shop.
- Involvement in developing and tracking progress of their marketing campaigns.
- Designing marketing materials and promotions on Photoshop.
- Creating email campaigns and newsletters on MailChimp and reporting on the analytics.
- Taking photographs and assisting photoshoots to be used for promotional content.
- Creating blog posts upon current trends.